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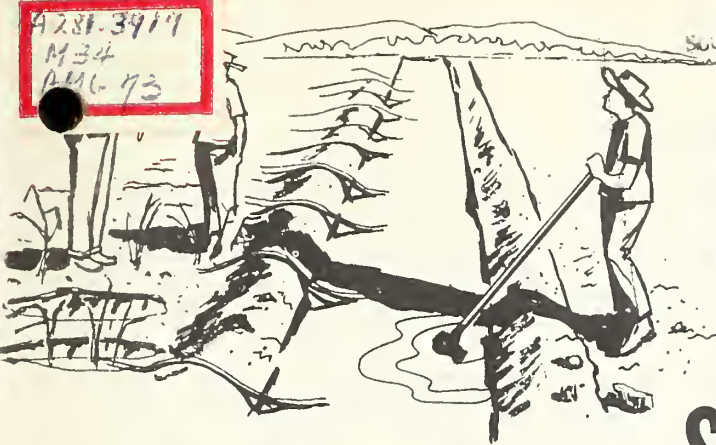
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SUMMER AND FALL VEGETABLES, MELONS, SWEETPOTATOES

acreage marketing guides



U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

MARCH 1970 AMG 73

PREFACE

Acreage-marketing guides are prepared each year for principal summer-fall fresh vegetables, melons, and sweetpotatoes. The objective of the Acreage-Marketing Guides program is to help growers with production planning. Through the guides program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with consumers' requirements.

Some production influences--such as weather extremes--cannot be controlled. But growers have control over plantings. They can help achieve balanced markets by planting optimum acreages--acreages likely to result in enough production but not enough to depress prices.

USDA's Consumer and Marketing Service continually studies markets for fresh vegetables, melons, and sweetpotatoes. These studies include evaluations of production and price responses in recent seasons, overlaps in shipments between seasonal crops and among producing areas within seasonal groups, and per capita use of fresh and processed vegetables.

On the basis of these studies, acreage recommendations have been developed for 1970. In addition to C&MS, these recommendations are reviewed by representatives of other USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1970 summer and fall vegetables, summer and fall cantaloups, summer watermelons, and sweetpotatoes are presented in this publication. In the past when acreage has been within the levels recommended by USDA, few marketing difficulties have been encountered.

In the statements and tables that follow, production is defined as the amount sold or utilized for all vegetables except late summer onions and early fall cabbage, for which production is defined as the quantities hauled from the field. Production not sold because of economic reasons is not included in the data for 1968 and 1969. In States where estimates were discontinued in 1969, the data for 1968 were revised to exclude these States.

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1970 SUMMER AND FALL VEGETABLES, MELONS, SWEETPOTATOES

ACREAGE MARKETING GUIDES

I. 1969 HIGHLIGHTS

The 1969 aggregate production of principal summer and fall vegetables for fresh market was slightly smaller than in 1968. Reductions in both acreage and average yield per acre were responsible for the decrease. The 1969 summer-fall flow of fresh vegetable shipments rarely exceeded market requirements. From time to time, adverse weather slowed harvests, and prices advanced. Prices received by growers for 1969 summer vegetables averaged moderately above 1968. The average price for fall vegetables was high. The aggregate value of 1969 summer and fall fresh vegetables for which guides are issued amounted to \$594 million compared with \$543 million in 1968.

Cantaloup acreage was reduced slightly in 1969. Yields were down also, and summer-fall production was moderately less than in 1968. Prices varied widely compared with the previous season, and total crop value was considerably smaller.

Watermelon production was 1 percent below 1968; prices averaged moderately higher, and crop value was up almost a tenth.

Sweetpotato production in 1969 was increased slightly. But prices have been depressed compared with the strong market in 1968-69. In the fall of 1969, prices were under pressure, particularly for marketings from North Carolina, Virginia, and Maryland. The market improved somewhat in the late fall and early winter of 1969-70. But the 1969 sweetpotato crop value will be down moderately from 1968.

SUMMER VEGETABLES

Total production of major fresh summer vegetables in 1969 was 63.7 million hundredweight, moderately less than in 1968, but slightly more than in 1967. Reduced output of practically all summer vegetables contributed to the overall decrease. However, substantially less production of several leading crops accounted for most of the reduction (Figures 1 and 2).

Smaller acreages and low yields sharply reduced early summer carrot and celery production in California compared with a year earlier. Due largely to an acreage cutback in New Mexico, early summer onion production was a tenth less than in 1968. Also, reduced acreages and lower yields in 1969 contributed to a late summer onion production in Idaho, Eastern Oregon, Michigan, and Wisconsin considerably smaller than in 1968. Despite increased output in California, total 1969 late summer onion production was moderately less than the large 1968 crop.

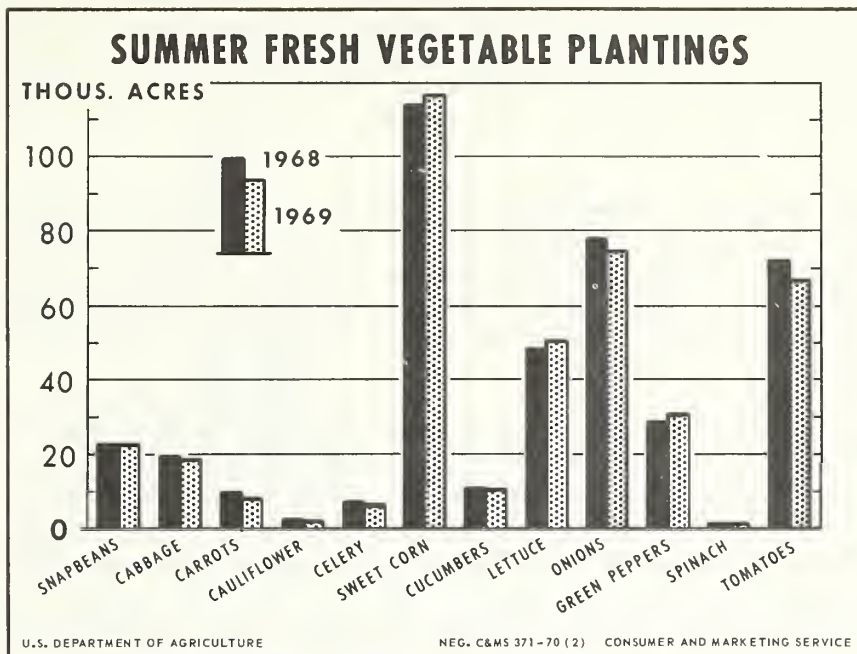


Figure 1

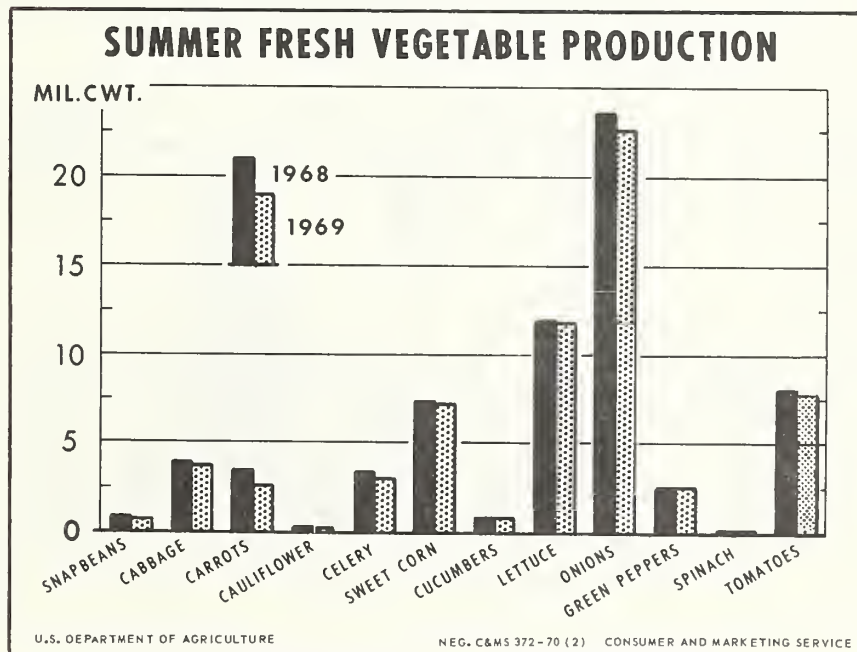


Figure 2

Increased early summer tomato production in California largely offset a substantial reduction in eastern and midwestern late summer output. Although generally smaller than in 1968, only minor changes in 1969 production were reported for most other summer vegetables, including snap beans, cabbage, sweet corn, cucumbers, green peppers, and spinach. The 1969 summer lettuce crop was about equal to 1968.

Supplies of most summer fresh vegetables in 1969 were generally moderate relative to market needs, and prices were strong. Average prices for most summer vegetables ranged from moderate to relatively high. In contrast with the low 1968 levels, summer carrot and celery prices were especially high. Also, the average price for late summer onions was well above the low level a year earlier.

Marketing difficulties during the summer of 1969 were confined chiefly to lettuce, although price weakness developed for early summer sweet corn and early summer tomatoes. Primarily because of extensive bunching in western supplies and weather-delayed eastern and midwestern crops, lettuce prices were depressed during June and July. Through late June and early July, Florida spring sweet corn marketings continued quite heavy, overlapping early summer supplies from Virginia. Also, a sharply larger 1969 production compared with 1968 resulted in a much lower average price for early summer sweet corn in California.

Delayed because of dry weather earlier in the season, early summer tomato marketings from Virginia bunched in mid-July; returns for Virginia early summer tomatoes were much lower than a year earlier. In California, a near record-large 1969 early summer tomato production resulted in a season average price substantially lower than in 1968.

Principal fresh summer vegetables in 1969 had a combined value of \$314.5 million, slightly more than in 1968. Higher crop values for late summer onions, summer celery and green peppers more than offset reductions for lettuce, sweet corn and tomatoes.

Fall Vegetables

The 1969 fall vegetable production was slightly less than in 1968; aggregate output amounted to 43.4 million hundredweight versus 44.0 million a year earlier. Among individual fall vegetables, however, there was considerable change in 1969 production compared with 1968 (Figures 3 and 4). The tomato and cucumber crops were up substantially. Also, there was moderately more fall sweet corn, and a slightly larger fall lettuce output. But fall cabbage, carrot and celery crops were much smaller than in 1968. Also contributing to the decrease in fall vegetable production were smaller crops of green peppers and broccoli. Slight output gains were recorded for late fall snap beans and spinach.

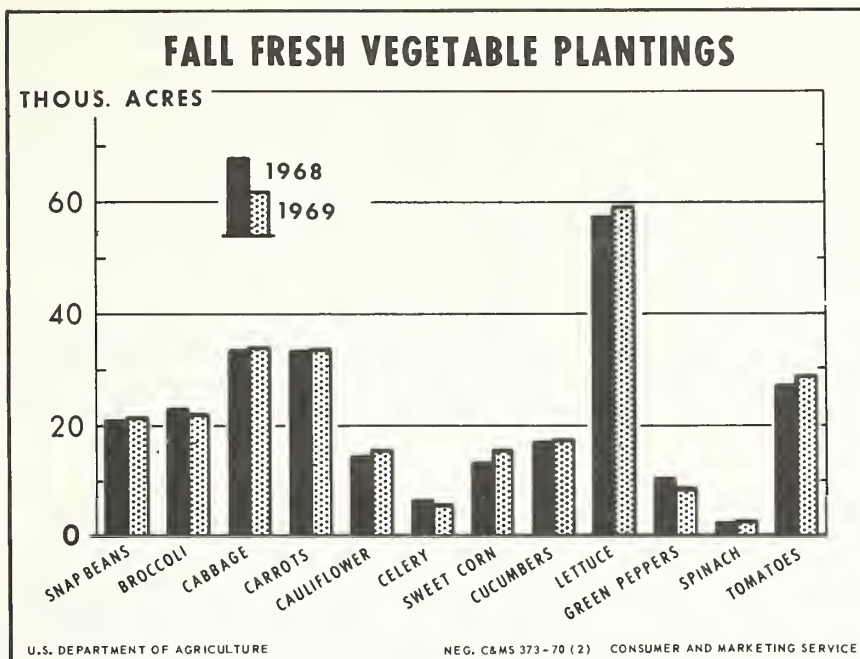


Figure 3

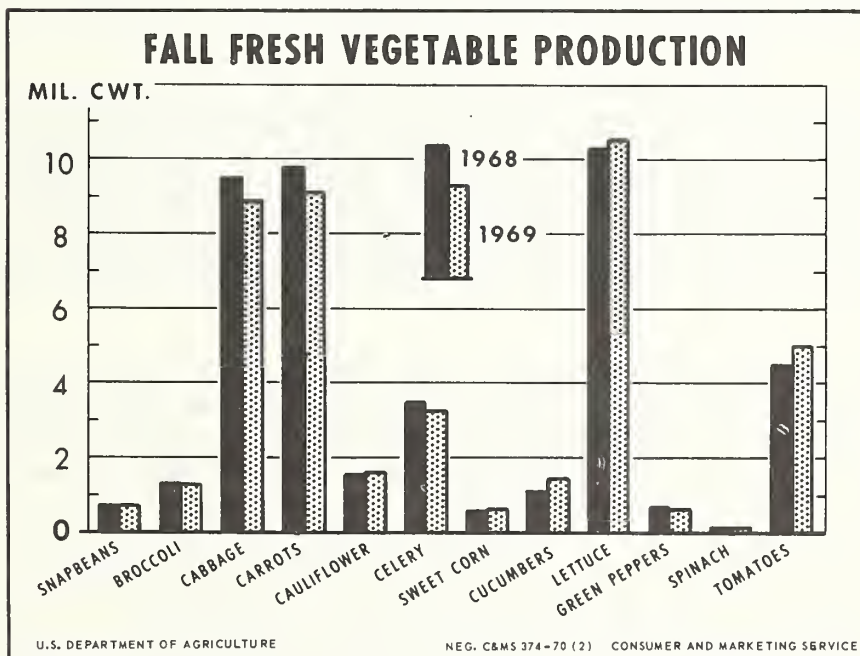


Figure 4

The 1969 fall market was strong for all principal vegetables. In addition to a good balance between production and market needs, harvest timing was favorable. Orderly movement of vegetables throughout the fall months resulted in high shipping point prices. Prices for early fall snap beans, cabbage and cucumbers were moderately higher than in 1968. Also, prices for early fall carrots, cauliflower, lettuce, and tomatoes were up sharply from the generally moderate levels in 1968. Average prices for Florida fall sweet corn, cucumber, and tomato marketings were high, although below the unusually high 1968 levels. In California, reduced supplies of late fall celery and carrots were marketed at prices sharply above the low levels in 1968.

Fall vegetable production in 1969 was valued at \$279.5 million, nearly a fifth more than in 1968 and well above 1967. Higher values for nearly all fall vegetables, particularly carrots, celery, lettuce and tomatoes, contributed to the increase.

II. VEGETABLE SUMMARIES

Cabbage--Reduced plantings in New Jersey and below normal yields in Ohio and Virginia resulted in a 1969 early summer cabbage production moderately smaller than in 1968. Because of high prices, crop values in Ohio and Virginia were much higher than in 1968. But crop value in New Jersey was lower.

Late summer cabbage production in 1969 was moderately smaller than in 1968. Season average prices in eastern and midwestern producing States were about equal to the high levels of a year earlier. However, increased yields contributed to relatively large crops in Colorado and California, and returns in these two States averaged lower than in 1968.

Because of a relatively low yield in Upstate New York, where about half the seasonal crop originates, 1969 early fall cabbage production for fresh market and processing was substantially smaller than in 1968. Cabbage prices strengthened in early September, and returns averaged well above the favorable levels in 1968 during October and November. In December, a delay in winter crop movement from Florida resulted in exceptionally high prices. So despite the small production, total crop value in 1969 was slightly larger than in 1968.

Production of late fall cabbage in Virginia, North Carolina, and South Carolina was about the same as in 1968. But supplies from the preceding early fall crop and 1970 winter crop supplies from Florida were light. As a result, 1969 average prices in all late fall States were sharply higher than in 1968. Total crop value was up more than a third.

Carrots--Summer and fall carrot production in 1969 was substantially smaller than in 1968. Early summer production in California was a third less than a year earlier due to sharply smaller acreage and yields. Because of increased acreages in 1969, however, late summer carrot production in New Jersey and Illinois was slightly larger than in 1968. Low yields in New York and Texas were largely responsible for a reduced 1969 early fall carrot

production. In California, a relatively low yield more than offset an acreage increase, and late fall production was a tenth smaller than in 1968.

Compared with 1968's heavy supplies, carrot marketings during the 1969 summer and fall were light. In June, shipping point prices reacted sharply to the supply decrease and averaged well above the moderate levels of a year earlier. Moreover, the carrot market continued strong into the fall. Average prices for 1969 summer and fall crops were substantially higher than in 1968.

The total value of early summer carrot production in 1969 was less than in 1968. But early fall production was valued at \$28.1 million, up a third. Most of the increase was concentrated in Upstate New York, Michigan and Texas. The 1969 late fall carrot crop value in California was \$14.1 million compared with \$11.9 million in 1968.

Celery--Because of reduced acreage and a lower yield, 1969 early summer celery production in California was 15 percent smaller than in 1968. Shipping point prices were extremely high when movement began in late May. Moreover, prices continued well above a year earlier for shipments moving from Salinas during late June and July. The early summer average price was well above the low 1968 level. Total crop value was much higher than in 1968 and 1967.

Summer celery production in 1969 was down moderately from 1968. A smaller acreage reduced Upstate New York output. In Ohio, excessive rains and cold weather restricted yields. With competitive supplies relatively light, shipments from summer-crop States during July returned high prices. Despite a sharp decline in early August, prices continued well above a year earlier through October. The moderate production and high prices resulted in a total crop value much larger than in 1968.

An acreage reduction resulted in a 1969 late fall celery production in California nearly a tenth less than in 1968. Shipping point prices were high in October when marketings peaked in both the Salinas Valley and the Santa Maria areas. A delay in Florida's harvest contributed to a price advance for California celery in November, and continued high prices in December. Total value of late fall celery production, at \$15.6 million, was much larger than in 1968.

Sweet Corn--Acreage increases and favorable yields in Missouri and California accounted for a moderate increase in 1969 early summer sweet corn production. Competitive early spring sweet corn shipments from Florida were heavy in early July. In addition, volume marketings from New Jersey in mid-July coincided with active shipments from Virginia. Bunching of eastern marketings and heavy California supplies depressed early summer sweet corn prices. Crop values in most States were below 1968.

Low yields in northeastern and midwestern States resulted in a small total late summer sweet corn production in 1969. Wet weather delayed crop development, and marketings bunched in August and early September. The plentiful supplies depressed prices, and total crop value was moderately less than

in 1968.

Although heavy rains and winds limited yields, 1969 fall sweet corn production in Florida was 7 percent larger than the small 1968 output. But fall production in California was reduced. Florida's harvest reached a peak in early November and continued active through December. In Florida, the 1969 average price was below the high 1968 level, but total value was about equal to a year earlier. California's average price was sharply lower than in 1968, and crop value was nearly a fourth smaller.

Lettuce--Total 1969 summer lettuce production was about equal to the large quantity produced in 1968. A relatively low yield largely offset an acreage increase in California, where four-fifths of the summer crop originates. During early June, when heavy shipments moved from early spring crops in Arizona and New Mexico, lettuce prices were low. Prices improved somewhat in late June, but decreased in July when active shipments from California overlapped volume movement of weather-delayed crops in eastern and midwestern States. With lower prices in most major States, including California, Colorado, and New York, the 1969 average price for summer lettuce was sharply lower than the moderate 1968 level.

Although there was a substantial increase in California output, total 1969 early fall lettuce production was only moderately larger than in 1968. Much smaller crops in Texas and New Mexico were responsible. Following a mid-October freeze, which ended harvesting in Texas, lettuce prices advanced sharply and reached record-highs in early November. Season average prices for 1969 early fall lettuce in New Mexico and California were well above 1968. In total, 1969 crop value was up nearly a fourth.

Late fall lettuce production in Arizona was moderately less than in 1968. As usual, peak marketings moved from the Wilcox area in mid-October and from Central Arizona in November. Because of reduced supplies in competitive States, late fall lettuce prices in Arizona were extremely high. Total crop value was nearly two-thirds larger than in 1968.

Onions--Early summer onion production in 1969 was a tenth less than in 1968. A sharp cut in acreage and low yields in New Mexico were responsible for most of the reduction. In Texas, the major early summer source, production was about equal to a year earlier.

During the winter and early spring, heavy supplies of late summer crop storage onions and a large early spring production in South Texas kept prices at low levels. Although prices improved somewhat during May as the source of supply shifted to late spring areas in Arizona and southern California, returns continued below a year earlier.

Prices strengthened in June for southern New Mexico marketings. Active movement from the Texas Panhandle, New Jersey and Washington in July met with good market reception. Although value of the New Mexico crop was a third less

than in 1968 because of reduced output, crop values in other early summer producing States compared favorably with a year earlier.

Late summer onion plantings in 1969 in most midwestern States and leading western States were substantially less than a year earlier. Smaller acreages and generally low yields sharply reduced 1969 late summer onion production in several major States. Michigan production was a tenth less than in 1968. Also, Colorado output was down 15 percent. In the important Idaho-Eastern Oregon area, production was off 12 percent from a year earlier. Aside from these reductions, production in California was up sharply from 1968. Much of the California production is dehydrated. In total, 1969 late summer onion production was moderately less than the excessive 1968 output.

Onion markets in late 1969 and early 1970 responded favorably to the smaller supplies. Through the 1969 late summer and fall, prices were firm at levels well above the year-earlier period. Freeze losses in the West during October resulted in additional market strength and prices trended higher in November and December. With storage holdings on January 1, 1970 down sharply from a year earlier, prices into the midwinter of 1970 averaged substantially above the low levels of the 1968-69 winter and early spring. Total value of 1969 late summer onion production was indicated to be \$64.4 million, a third higher than in 1968.

Tomatoes--Total early summer tomato production in 1969 was about equal to 1968. Continuing the upward trend in recent years, California production was moderately larger than in 1968. Also, production was up in Tennessee and Alabama. But 1969 output in New Jersey was down sharply as was that in Virginia, where part of the crop was not marketed due to low prices.

In early July, active harvest in southern States resulted in some supply bunching. Virginia marketings peaked in mid-July, overlapping heavy volume from New Jersey. This contributed to low returns for early summer production in Virginia.

During August, markets strengthened considerably as adverse weather reduced supplies, and the 1969 average price in New Jersey was above 1968. But in California, volume supplies moved from San Diego County and the San Joaquin Valley through July and were followed by active shipments from the Salinas Valley in August. The increased California production resulted in a 1969 average price sharply lower than in 1968. With much lower returns in California, Arkansas, and Virginia, the total 1969 early summer crop value was substantially smaller than a year earlier.

Late summer tomato production was nearly a tenth less than in 1968. Most of the reduction occurred in New York where growers reduced plantings and in Ohio where rains curtailed yields. Frequent rains and low temperatures early in the season delayed late summer marketings, and competition from the preceding early summer production was less than usual. Thus, the 1969 late summer tomato price was high, and crop value totalled moderately more than in 1968.

After the successful 1968 season, California growers increased 1969 early fall tomato plantings. The average yield exceeded the previous year's record and early fall production was substantially larger than in 1968. But competition from Florida supplies was light and prices during October were well above those in 1968. Marketings in early November returned especially high prices. The 1969 average price was above the high 1968 level and total crop value was close to \$50 million compared with \$38.4 million in 1968.

Late fall tomato production was moderately larger than the small 1968 output. Although not up to some earlier years, average yield in Florida was higher than in 1968 and was responsible for the increased output. In Texas, a low average yield reduced 1969 late fall production. The Texas crop was marketed at high prices in November and early December. In Florida, however, active shipments were delayed until mid-December, and the season average price was lower than in 1968. Crop value in Texas was close to that in 1968, but a decreased value was reported in Florida.

Cantaloups--The 1969 total summer cantaloup production was almost a tenth smaller than a year earlier. A heavy overlap of spring shipments combined with harvest bunching resulted in pressure on summer prices at western and Texas shipping points.

A sharp expansion in Arizona plantings resulted in a total early summer production substantially larger than a year earlier. In the Southeast, increased production in South Carolina was offset by reduced output in Georgia, where yields failed to match those in 1968.

Contributing most to the decrease in total 1969 summer cantaloup production was moderately less midsummer output, the source for over four-fifths of all summer cantaloups. Comparatively low yields reduced output in California, the main source of mid-summer cantaloup supplies.

Although Texas Lower Valley spring cantaloup marketings were earlier than in 1968, heavy supplies moved from spring crop areas in California in mid-June and shipments from the Yuma area in Arizona peaked in late June. These marketings continued active into early July, overlapping early summer supplies from central Arizona.

In Arizona, prices for 1969 early summer cantaloup production were sharply lower than in 1968. Despite the pressure on prices in the West, favorable harvest timing resulted in high returns for 1969 early summer cantaloups in South Carolina and Georgia.

There was intensive bunching in cantaloup shipments from major California midsummer areas in 1969. Total California marketings were particularly heavy in late July when shipments moved from both Kern County and the Westside District of San Joaquin Valley. Also, shipments from the High Plains area in Texas peaked in late July. Through late July and early August, shipping point prices in California were below the moderate levels a year earlier. Although market prices improved in late August, mid-summer average prices in both California and Texas were lower than in 1968.

In Colorado, where much of the 1969 late summer production was marketed prior to September, prices also averaged below 1968. When competitive supplies from California declined seasonally in September, however, prices were firm for moderate late summer supplies moving from Upstate New York, Ohio, and Michigan.

Early fall cantaloup production in 1969 was slightly less than the moderate output in 1968. Because of a relatively low yield, production in the Imperial Valley of California was about a tenth less than a year earlier. Also, a low average yield in Arizona largely offset the sharply expanded acreage. California early fall cantaloup shipments peaked in late October, and total volume at this time was much larger than in 1968. Arizona shipments also were active in late October. Due to the bunching in marketings, season average prices for early fall cantaloups in both California and Arizona were lower than in 1968. In total, early fall crop value in 1969 was substantially lower than the moderate 1968 level.

Watermelons--Total early summer watermelon production in 1969 was slightly less than in 1968. Below average yields reduced production in several leading States. Output in both Georgia and Alabama was down substantially, and California production was down moderately from a year earlier. As a partial offset, early summer watermelon tonnages in North Carolina, Oklahoma, and Arizona were up sharply from 1968.

During late June and early July, the overlap of spring watermelon marketings with early summer supplies from Georgia, Alabama, and Arizona was particularly heavy. California spring marketings were especially late with active shipments continuing into early July. Also, June volume from Florida was quite heavy. As a result, prices for watermelons declined sharply in June when early summer marketings were increasing. The 1969 average price in Arizona was down sharply from the favorable level in 1968. Also, prices in Georgia and Alabama averaged below the moderate levels a year earlier.

As the summer progressed, watermelon prices increased, reaching moderate levels in early August. The improved market midway through the season was reflected in average prices in most South Central States and in Texas well above the low 1968 levels. Due to high crop values in the latter States, the total value of 1969 early summer watermelon production was substantially higher than in 1968.

Late summer watermelon production in 1969 exceeded that in 1968. Due to increased plantings and higher yields than a year earlier, Indiana production was a third larger, and Missouri production was up a tenth. On the Delmarva Peninsula, however, the potential increase in production because of expanded plantings was largely offset by hot, dry weather, followed by July rains which restricted yields. In the latter area, crops matured too fast, marketings bunched in late July, and this resulted in 1969 season average prices below the high 1968 levels. In August, competitive supplies available in early summer areas were lighter than a year earlier. Consequently, prices for Indiana and Missouri late summer marketings average quite high in August.

III. FOREIGN TRADE

Exports

Total fresh vegetable export volume during July-December 1969 was moderately larger than in the like period of 1968. However, the volume for individual commodities showed considerable change. Lettuce tonnage, which accounts for over a fourth of the total, was up moderately, and substantial gains were reported for onions and cantaloups. Also contributing to the overall increase were larger export sales of cabbage and green peppers. However, tomato and watermelon exports were down substantially, due to reduced volume during July-September, and celery exports were down slightly.

Throughout the summer and fall, most fresh vegetable exports move to Canada. In 1969, however, a substantial volume of onions moved to Western Europe. Other export markets during the summer include the Caribbean area and Mexico. Also, small quantities are regularly shipped to various Pacific islands.

Imports

During the summer and fall of 1969, fresh vegetable imports were slightly larger than the relatively high total in 1968. Although the quantities involved continued small in relation to other months, imports of carrots, cucumbers, and onions during July-September 1969 were sharply larger than in the corresponding 1968 period. Moreover, in October-December, when vegetable imports increase seasonally, carrot, cucumber, and onion imports continued to exceed year-earlier levels by wide margins. In the last quarter of 1969, cucumber imports from Mexico were considerably larger than in the year earlier period, and onion imports were two-thirds more. Largely offsetting these import gains, however, were a third fewer tomato imports from Mexico, and a smaller volume of cantaloups.

Vegetable imports during the summer originate chiefly in Canada. Also, Canada continues as the principal fall-winter source for most hardy vegetables, such as carrots, turnips and rutabagas. Tender vegetables originate in Mexico, the Caribbean area, the Bahamas, and several Central and South American countries. Foreign trade statistics are shown in Table 1.

Table 1.--Selected Summer and Fall Fresh Vegetables and Melons: Exports and imports selected dates, 1969 and 1968

Commodity	Exports					
	July-September		October-December		July-December	
	1969	1968	1969	1968	1969	1968
	1,000 hundredweight					
Beans <u>1/</u>	5.4	2.5	19.7	23.1	25.1	25.6
Cabbage	25.5	13.5	55.0	38.5	80.5	52.0
Carrots	67.2	71.2	25.4	43.3	92.6	114.5
Celery	94.0	85.8	284.5	302.4	378.5	388.2
Cucumbers	53.5	27.0	19.7	27.9	73.2	54.9
Lettuce	160.3	203.6	863.6	777.7	1,023.9	981.3
Onions	330.8	245.4	245.5	137.7	576.3	383.1
Peppers, Green	28.8	22.4	64.8	49.6	93.6	72.0
Tomatoes	370.6	421.7	297.6	296.6	668.2	718.3
Cantaloups <u>2/</u>	353.0	294.0	46.0	38.9	399.0	332.9
Watermelons	444.0	529.6	3.0	16.6	447.0	546.2

Commodity	Imports					
	July-September		October-December		July-December	
	1969	1968	1969	1968	1969	1968
	1,000 hundredweight					
Cabbage	4.0	17.0	2.2	1.4	6.2	18.4
Carrots	119.4	102.1	348.0	312.4	467.4	414.5
Celery	1.5	.8	.2	-	1.7	.8
Corn, Sweet	6.8	4.4	4.1	1.7	10.9	6.1
Cucumbers	12.2	2.4	187.5	55.7	199.7	58.1
Lettuce	2.6	4.9	2.0	1.6	4.6	6.5
Onions	34.4	15.8	151.3	94.6	185.7	110.4
Peppers, Green	14.5	13.9	33.3	33.9	47.8	47.8
Tomatoes	52.0	77.5	266.3	415.8	318.3	493.3
Cantaloups <u>2/</u>	15.8	15.9	90.2	136.1	106.0	152.0
Watermelons	4.1	1.9	2.2	8.5	6.3	10.4

1/ Includes snap beans.2/ Includes other melons.Source: Bureau of the Census, U.S. Department of Commerce.

IV. CANNED AND FROZEN VEGETABLES

The 1969 aggregate carryover of canned lima beans, snap beans, beets, sweet corn, green peas, and spinach was approximately 30 percent larger than in 1968 and double the 1967 total. Although complete stocks data on tomatoes and tomato products are unavailable, sharply larger carryovers were indicated.

Canned pack reductions in 1969 for all major vegetables except spinach more than offset the larger carryovers. The 1969-70 aggregate supplies of canned lima beans, snap beans, sweet corn, green peas, and spinach was estimated at 4 percent less than a year earlier. However, cumulative disappearance into the midwinter was much less than in 1968-69 and remaining stocks are quite heavy.

Current stocks of canned tomatoes are indicated to be in much improved balance compared with last winter. However, aggregate stocks of tomato products are large.

The 1969 aggregate carryover of frozen lima beans, snap beans, sweet corn, green peas and spinach was 454.3 million pounds compared with 364.1 million in 1968 and 261.1 million in 1967. The 1969 total pack of these vegetables, at 1.17 billion pounds, was sharply less than in both 1967 and 1968. Into the midwinter of 1969-70, frozen vegetable disappearance was substantially less than in the like periods of 1968-69 and 1967-68.

Assuming normal disappearance for the remainder of 1969-70, carryover supplies of most canned vegetables are likely to be plentiful. Also in prospect are heavy carryovers of frozen sweet corn and green peas. To compensate for the large carryovers expected, further pack reductions in 1970 are recommended for most canned vegetables and frozen sweet corn.

Specific 1970 planted acreage guide recommendations for processed vegetables follow:

Commodity	Percentage change in 1970 planted : acreage compared with 1969	
	Percent	
Beans, Lima (For Canning).....	-5	
Beans, Lima (For Freezing).....	No change	
Beans, Snap (For Canning).....	-5	
Beans, Snap (For Freezing).....	No change	
Beets.....	-10	
Cabbage, Early Fall (Fresh market and Kraut combined).....	No change	
Corn, Sweet (For Canning).....	-5	
Corn, Sweet (For Freezing).....	-10	
Cucumbers for Pickles.....	+15	
Peas, Green (For Canning).....	No change	
Peas, Green (For Freezing).....	No change	
Spinach (For Freezing).....	+25	
Tomatoes.....	-5	

V. THE DEMAND FOR FRESH AND PROCESSED VEGETABLES IN 1970

The economy appeared to be slowing as the new decade began. Higher costs and expensive credit will probably influence less rapid industry expansion for most of 1970. The Federal Government, continuing the fight against inflation and trying to avoid a budget deficit, has announced cutbacks in spending and layoffs in defense and related areas. In addition, the housing industry continues under pressure.

Despite prospects for a slower economy and some rise in unemployment, disposable personal income gains will likely be maintained in 1970. Income tax reduction and larger social security payments may about offset a slight decline in the workweek and slower wage gains.

Thus, with population growing and consumer incomes continuing to advance, outlays for food, including those for most fresh and processed vegetables, are expected to expand in 1970. However, the rise in food spending is not expected to match the gain in consumers' after-tax incomes. Thus, the percentage of income spent for food will likely continue to decline in 1970.

In recent years, the vegetable industry has encountered rising production costs both on the farm and in processors' factories. To reduce costs per unit, vegetable growers have sought to increase yield per acre by adopting improved cultural practices and switching to improved varieties. Also, to the extent possible, they have switched from hand labor to mechanized equipment.

In the 1970's, the vegetable industry will continue to be one of intense competition for growers and processors. The less efficient will continue to be challenged by rising costs. Survival in the industry will require increasing efficiency in production and processing.

From 1960 through 1966, per capita use of fresh and processed vegetables combined held at approximately 200 pounds. Total use increased to 209 pounds in 1967, and 212 pounds in 1968 (preliminary). Fresh vegetables accounted for approximately 52 percent of the aggregate in 1960, but declined to 46 percent in 1968. Canned vegetable consumption was 40 percent of the total in 1960, and increased to almost 44 percent in 1968, while frozen use increased from 7 to 10 percent.

The outlook is for a continued decline in annual per capita consumption of fresh vegetables. However, per capita use of canned and frozen vegetables is likely to increase. Adverse weather--resulting in temporary shortages and high prices--restricts sales of fresh vegetables from time to time. By comparison, canned and frozen supplies of vegetables have been holding at high levels, and per capita use has been stimulated by attractive prices.

VI. SUMMARY - 1970 GUIDES

Specific planted acreage guide recommendations for 1970 summer and fall vegetables for fresh market, melons, and sweetpotatoes follow:

Commodity	: Percentage change in : 1970 planted acreage : compared with 1969	Commodity	: Percentage change in : 1970 planted acreage : compared with 1969
<u>Summer Vegetables</u>		<u>Fall Vegetables</u>	
Beans, Snap	No change	Beans, Snap (early)	No change
Cabbage (early)	No change	(late)	+5
(late)	No change	Broccoli	No change
Carrots (early)	+10	Cabbage 1/ (early)	No change
(late)	-10	(late)	No change
Cauliflower	+5	Carrots (early)	No change
Celery (early)	+5	(late)	No change
(summer)	No change	Cauliflower (early)	+5
Corn, Sweet (early)	No change	(late)	No change
(late)	No change	Celery (late)	No change
Cucumbers (early)	No change	Corn, Sweet	No change
(late)	+5	Cucumbers (early)	No change
Lettuce	-10 in California; no change in other States	(late)	-5
Onions (early)	+5	Lettuce (early)	No change
(late)	No change	(late)	+5
Peppers, Green (early)	No change	Peppers, Green	No change
(late)	No change	Spinach (early)	No change
Tomatoes (early)	No change	(late)	No change
(late)	+5	Tomatoes (early)	+5
		(late)	+5
<u>Sweetpotatoes</u>		<u>Summer and Fall Melons</u>	
	-10 in North Carolina; no change in other States	Cantaloups (early)	No change
		(mid)	-10 in California; no change in Texas and Indiana
		(late)	No change
		(early fall)	-5
		Watermelons (early)	No change
		(late)	No change

1/ For fresh market and processing.

The guides for summer and fall fresh vegetables, melons, and sweetpotatoes are based on the assumption that under normal conditions the quantities produced will be approximately equal to market needs. In determining the production levels likely to result in favorable markets in 1970, population estimates as well as trends in vegetable consumption were considered. While a further increase in total population will help to maintain fresh vegetable

demand, much of the gain may be offset by abundant supplies of canned and frozen vegetables.

The total planted acreage guide for 12 fresh summer vegetables in 1970 is 408,400 acres, slightly less than in 1969 (Figure 5). With normal abandonment and average yields, aggregate production of these vegetables would be about equal to 1969 (Figure 6).

For fall vegetables, the 1970 acreage guide is 267,800 acres, 1 percent more than 1969 plantings (Figure 5). This will result in a total production of principal fall vegetables for fresh market slightly larger than in 1969 (Figure 6).

The total planted acreage guide for summer and fall cantaloups and summer watermelons is 305,400 acres. This is 2 percent less than the total plantings of these crops in 1969. Assuming normal abandonment and average yields in 1970, summer and fall melon production would be 2 percent more than in 1969.

The 1970 planting recommendation for sweetpotatoes is a 10 percent reduction in North Carolina and no change in other States. Such plantings, with normal abandonment and 1968-69 average yields by States, would result in a sweetpotato production 2 percent less than in 1969.

Additional details on the guide recommendations are shown in Summary Tables 2 through 6 beginning on page 21.

Selected Summer-Fall Fresh Vegetables
Per Capita Production Equivalents 1/

	: Cabbage	: Carrots	: Celery	: Sweet: corn	: Lettuce	: Onions	: Green : peppers	: Tomatoes
	<u>Pounds per capita</u>							
1966	6.3	5.9	3.2	3.9	10.7	10.9	1.3	6.5
1967	7.3	5.8	3.1	4.2	10.9	11.3	1.4	6.5
1968	6.9	6.8	3.5	4.1	11.3	11.9	1.7	6.4
1969	6.4	5.9	3.2	4.0	11.3	11.4	1.6	6.5

1/ Summer- fall production divided by July 1, civilian population 48 States.

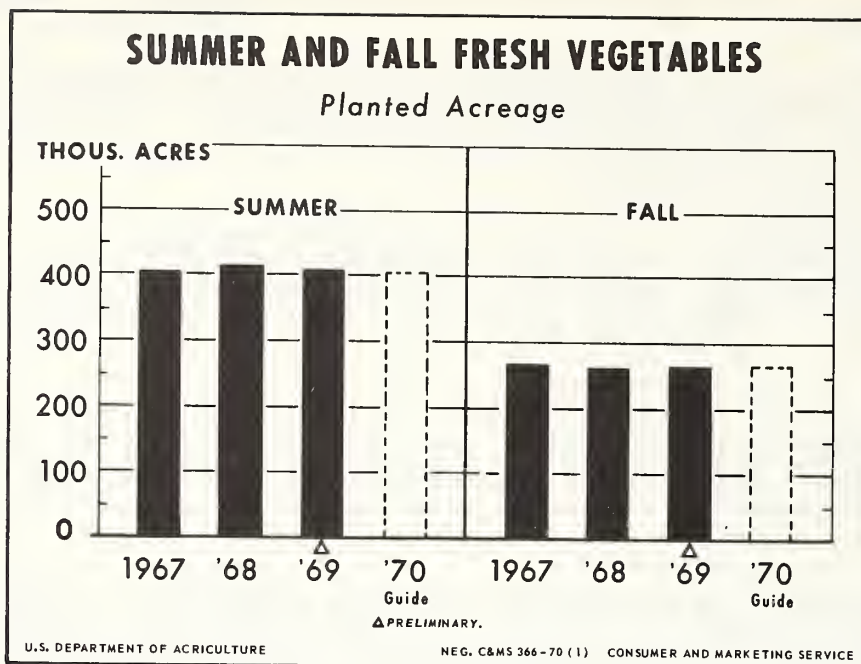


Figure 5

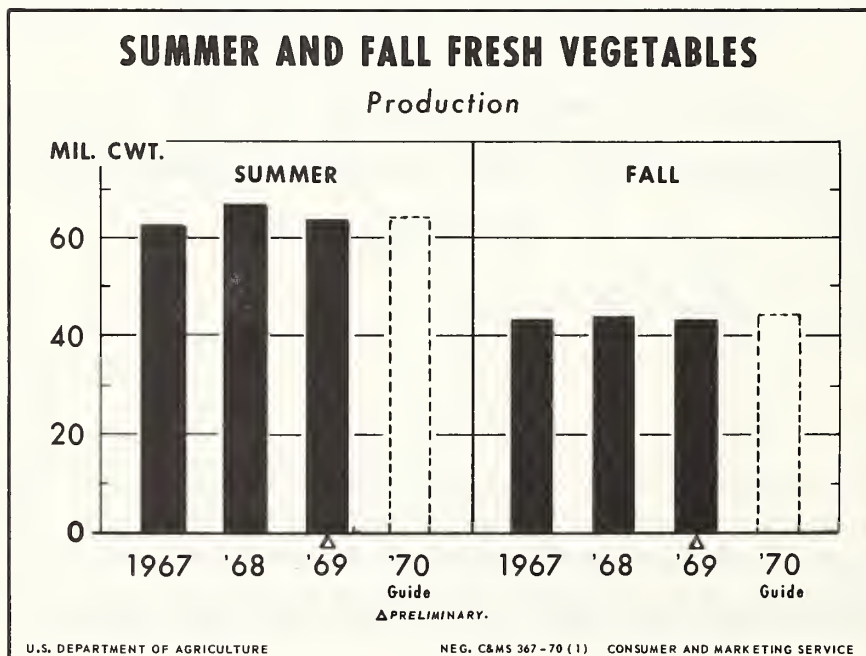


Figure 6

Table 2.--Summer Vegetables: Planted acreage guide 1970, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	: 1970	: 1969	:	:	: 1969	:	:
	: guide	: prel.	: 1968	: 1967	: prel.	: 1968	: 1967
		<u>1,000 acres</u>				<u>Percent</u>	
Beans, Snap	22.8	22.8	22.8	23.2	100	100	98
Cabbage							
Early	5.2	5.2	5.3	5.4	100	98	95
Late	13.7	13.7	14.6	15.6	100	94	88
Carrots							
Early	7.2	6.5	8.7	7.9	110	82	91
Late	1.4	1.6	1.2	1.2	90	120	120
Cauliflower	2.4	2.3	2.7	2.8	105	89	86
Celery							
Early	2.8	2.7	3.0	2.6	105	95	109
Summer	4.6	4.6	4.9	4.8	100	94	96
Corn, Sweet							
Early	30.5	30.5	28.4	28.5	100	107	107
Late	86.3	86.3	85.8	87.4	100	101	99
Cucumbers							
Early	5.4	5.4	5.4	5.4	100	100	100
Late	5.2	5.0	5.2	5.0	105	101	105
Lettuce	47.0	50.4	48.6	45.6	93	97	103
Onions							
Early	14.1	13.4	15.8	15.3	105	89	92
Late	61.2	61.2	62.2	60.0	100	98	102
Peppers, Green							
Early	8.9	8.9	8.7	8.2	100	102	109
Late	21.4	21.4	20.0	18.6	100	107	116
Tomatoes							
Early	44.3	44.3	47.9	41.6	100	92	107
Late	24.0	22.8	24.0	24.0	105	100	100
Total	408.4	409.0	415.2	403.1	100	98	101

Note: Percentage comparisons 1970 guide versus 1969 based on unrounded data.

Table 3.--Summer Vegetables: Probable production in 1970 from guide acreage with comparisons

Commodity	Production				Guide production as percentage of:		
	1970	1969	1968	1967	1969	1968	1967
	guide 1/ 1,000 cwt.	prel.	1968	1967	prel.	Percent	
Beans, Snap	921	915	954	942	101	97	98
Cabbage							
Early	1,062	1,028	1,078	1,125	103	99	94
Late	2,854	2,830	2,919	3,360	101	98	85
Carrots							
Early	2,333	2,080	3,045	2,528	112	77	92
Late	493	490	464	444	101	106	111
Cauliflower	240	216	276	279	111	87	86
Celery							
Early	1,610	1,512	1,770	1,313	106	91	123
Summer	1,525	1,522	1,615	1,551	100	94	98
Corn, Sweet							
Early	2,062	2,080	1,992	1,986	99	104	104
Late	5,329	5,255	5,427	5,230	101	98	102
Cucumbers							
Early	576	587	582	474	98	99	122
Late	391	393	391	351	99	100	111
Lettuce	11,531	11,815	11,873	11,201	98	97	103
Onions							
Early	3,125	2,942	3,262	2,983	106	96	105
Late	19,757	19,628	20,217	18,955	101	98	104
Peppers, Green							
Early	352	325	334	346	108	105	102
Late	2,164	2,192	2,198	1,810	99	98	120
Tomatoes							
Early	5,253	5,466	5,422	4,617	96	97	114
Late	2,576	2,432	2,640	2,671	106	98	96
Total	64,154	63,708	66,459	62,166	101	97	103

1/ Product of planted acreage guide for 1970, less normal abandonment, times average yield.

Table 4.--Summer-Fall Melons: Planted acreage guide 1970, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:			
	: 1970	: 1969	:	:	: 1969	:	:	
	: guide	: prel.	: 1968	: 1967	: prel.	: 1968	: 1967	
	Acres				Percent			
Cantaloups								
Early Summer	11,700	11,700	10,300	10,200	100	114	115	
Mid-Summer	52,200	56,900	49,400	45,400	92	106	115	
Late Summer	7,500	7,500	7,400	7,600	100	101	99	
Early Fall	3,600	3,800	3,300	3,250	95	109	111	
Watermelons								
Early Summer	211,400	211,400	211,000	197,100	100	100	107	
Late Summer	19,000	19,000	17,000	18,600	100	112	102	
Total	305,400	310,300	298,400	282,150	98	102	108	

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Table 5.--Summer-Fall Melons: Probable production in 1970, with comparisons

Commodity	Production				Probable production from			
	: 1970	: 1969	:	:	: acreage guide as percent of:	:	:	
	: guide 1/	: prel.	: 1968	: 1967	: prel.	: 1968	: 1967	
<u>1,000 hundredweight</u>				<u>Percent</u>				
Cantaloups								
Early Summer	676	708	620	559	95	109	121	
Mid-Summer	7,269	7,249	7,483	6,424	100	97	113	
Late Summer	594	566	617	598	105	96	99	
Early Fall	428	354	362	460	121	118	93	
Watermelons								
Early Summer	16,066	15,710	16,195	15,712	102	99	102	
Late Summer	2,622	2,634	2,318	2,079	100	113	126	
Total	27,655	27,221	27,595	25,832	102	100	107	

1/ Computed: Product of planted acreage guide for 1970, less normal abandonment, times average yield.

Table 6.--Fall Vegetables: Planted acreage guide 1970, with comparisons

Commodity	Planted acreage				Percent acreage guide is of:		
	: 1970	: 1969	:	:	: 1969	:	:
	: guide	: prel.	: 1968	: 1967	: prel.	: 1968	: 1967
	<u>1,000 acres</u>				<u>Percent</u>		
Beans, Snap							
Early	11.6	11.6	11.0	12.5	100	105	93
Late	10.6	10.1	10.1	11.7	105	105	91
Broccoli	22.0	22.0	23.0	23.4	100	96	94
Cabbage							
Early ^{1/}	31.8	31.8	31.5	32.8	100	101	97
Late	2.2	2.2	2.1	2.2	100	102	98
Carrots							
Early	25.6	25.6	26.2	24.3	100	98	106
Late	8.3	8.3	7.7	6.9	100	108	120
Cauliflower							
Early	4.6	4.4	4.7	4.5	105	98	103
Late	11.4	11.4	9.9	8.5	100	115	134
Celery							
Late	5.9	5.9	6.5	5.9	100	91	100
Corn, Sweet	15.5	15.5	13.7	17.0	100	113	91
Cucumbers							
Early	8.5	8.5	8.4	7.3	100	101	116
Late	8.6	9.0	8.9	8.3	95	96	103
Lettuce							
Early	45.8	45.8	44.0	43.0	100	104	107
Late	14.1	13.4	13.6	14.1	105	103	100
Peppers, Green	8.7	8.7	10.4	8.7	100	84	100
Spinach							
Early	0.9	0.9	0.9	1.0	100	100	90
Late	1.5	1.5	1.4	1.6	100	107	94
Tomatoes							
Early	16.9	16.1	15.0	19.8	105	113	85
Late	13.3	12.7	12.3	14.6	105	108	91
Total	267.8	265.4	261.3	268.1	101	103	100

^{1/} Includes cabbage for processing.

Note: Percentage comparisons 1970 guide versus 1969 based on unrounded data.

Table 7.--Fall Vegetables: Probable production in 1970 from guide acreage with comparisons

Commodity	Production				Guide production as percentage of:		
	: 1970	: 1969	: :	:	: 1969	: :	:
	: guide 1/	: prel.	: 1968	: 1967	: prel.	: 1968	: 1967
	1,000 cwt.				Percent		
Beans, Snap							
Early	438	428	430	452	102	102	97
Late	380	342	332	473	111	114	80
Broccoli	1,316	1,322	1,370	1,277	100	96	103
Cabbage							
Early <u>2/</u>	9,081	8,604	9,203	9,526	106	99	95
Late	276	272	268	293	101	103	94
Carrots							
Early	6,751	6,705	7,066	6,183	101	96	109
Late	2,698	2,448	2,734	2,208	110	99	122
Cauliflower							
Early	432	357	494	436	121	87	99
Late	1,254	1,254	1,089	850	100	115	148
Celery							
Late	3,245	3,245	3,520	3,127	100	92	104
Corn, Sweet	711	633	609	922	112	117	77
Cucumbers							
Early	791	798	754	668	99	105	118
Late	752	681	376	1,066	110	200	71
Lettuce							
Early	8,266	8,352	8,032	7,603	99	103	109
Late	2,397	2,227	2,312	2,326	108	104	103
Peppers, Green	673	637	714	555	106	94	121
Spinach							
Early	46	44	48	54	105	96	85
Late	71	77	63	60	92	113	118
Tomatoes							
Early	3,380	3,542	3,150	3,366	95	107	100
Late	1,503	1,464	1,386	1,999	103	108	75
Total	44,461	43,432	43,950	43,444	102	101	102

1/ Product of planted acreage guide for 1970, less normal abandonment, times average yield.

2/ Includes cabbage for processing.

VII. GUIDE TABLES FOR INDIVIDUAL COMMODITIES

The 1970 acreage-marketing guide recommendations for 11 summer and 12 fall fresh vegetables, summer and fall cantaloups, and summer watermelons are shown in separate tables on pages 26 through 48. Included in each table are historical data for 1968 and 1969. As indicated on page 2, the 1968 data have been adjusted to be comparable with 1969 data. Economic abandonment, which is no longer included in production data, has been excluded from 1968 data. Also, in States where estimates were discontinued in 1969, background statistics for 1968 were revised to exclude these States.

The 1970 guide for sweetpotatoes and a summary statement appear on pages 49 through 52.

Snap Beans-Summer

(Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Michigan, Virginia, North Carolina, Georgia, Tennessee, and Alabama)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 1 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and
probable production

(planted acreage equal to 1969)	22,850	<u>1</u> /42	921	
------------------------------------	--------	--------------	-----	--

Background statistics

1969	22,850	21,950	42	915	12.80	11,712
1968	22,850	21,950	43	954	11.99	11,439

1/ 1966-69 average yield.

Cabbage-Early Summer

(New Jersey, Ohio, and Virginia)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 3 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

5,200 1/215 1,062

Background statistics

1969	5,200	4,850	212	1,028	3.12	3,203
1968	5,300	5,100	211	1,078	2.93	3,154

1/ 1966-69 average yield.

Cabbage-Late Summer(Pennsylvania, Indiana, Illinois, North Carolina,
Colorado, Washington, and California)1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production one percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

13,700 1/217 2,854

Background statistics

1969	13,700	13,200	214	2,830	2.82	7,978
1968	14,600	13,900	210	2,919	2.94	8,579

1/ 1967-69 average yield.

Carrots-Early Summer

(California)

1970 Guide

The 1970 guide is a planted acreage 10 percent more than in 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production 12 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 10 percent more than in 1969)

7,200 1/324 2,333

Background statistics

1969	6,500	6,500	320	2,080	5.52	11,474
1968	8,700	8,700	350	3,045	4.19	12,761

1/ 1966-69 average yield.

Carrots-Late Summer

(New Jersey and Illinois)

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production one percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 10 percent less than in 1969)

1,400 1/352 493

Background statistics

1969	1,600	327	490	2.84	1,390
1968	1,200	387	464	1.89	875

1/ 1966-69 average yield.

Cauliflower-Summer

(New York and Washington)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 11 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

2,400 1/104 240

Background statistics

1969	2,300	2,100	103	216	9.65	2,085
1968	2,700	2,600	106	276	8.59	2,370

1/ 1968-69 average yield.

Lettuce-Summer

(New York, Ohio, Michigan, Wisconsin, Colorado, Washington, Oregon, and California)

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969 in California and equal to 1969 in all other States. Such an acreage, with normal abandonment and 1966-69 average yields by States, will result in a production 2 percent less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(see 1970 guide above)

46,950 1/258 11,531

Background statistics

1969	50,350	47,400	249	11,815	3.96	46,819
1968	48,650	45,450	261	11,873	4.26	50,558

1/ 1966-69 average yields by States.

Celery-Early Summer

(California)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with no abandonment and a 1968-69 average yield, will result in a production 6 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre:	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide andprobable production

(planted acreage 5 percent more than in 1969)

2,800 1/575 1,610

Background statistics

1969	2,700	2,700	560	1,512	5.67	8,570
1968	3,000	3,000	590	1,770	4.58	8,098

1/ 1968-69 average yield.

Celery-Summer

(New York, Ohio, Michigan, and Washington)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production about equal to 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre:	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide andprobable production

(planted acreage equal to 1969)

4,630 1/358 1,525

Background statistics

1969	4,630	4,230	360	1,522	6.75	10,280
1968	4,940	4,540	356	1,615	4.32	6,989

1/ 1968-69 average yield.

Sweet Corn-Early Summer

(New Jersey, Missouri, Virginia, North Carolina, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production one percent less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

30,500

1/69

2,062

Background statistics

1969	30,500	29,900	70	2,080	4.06	8,437
1968	28,400	28,200	71	1,992	4.91	9,775

1/ 1966-69 average yield.Sweet Corn-Late Summer

(New Hampshire, Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Colorado, Washington, and Oregon)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production one percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

86,300

1/65

5,329

Background statistics

1969	86,300	81,700	64	5,255	4.18	21,977
1968	85,800	82,100	66	5,427	4.31	23,352

1/ 1968-69 average yield.

Cucumbers-Early Summer

(New Jersey, Maryland, and Virginia)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 2 percent less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

5,400 1/110 576

Background statistics

1969	5,400	5,300	111	587	5.80	3,405
1968	5,400	5,200	112	582	5.71	3,325

1/ 1966-69 average yield.Cucumbers-Late Summer

(New York and Michigan)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production slightly less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

5,200 1/80 391

Background statistics

1969	5,000	4,600	85	393	7.74	3,041
1968	5,200	5,000	78	391	6.41	2,508

1/ 1966-69 average yield.

Onions-Early Summer

(New Jersey, Texas, New Mexico, and Washington)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 6 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969) 14,120 1/233 3,125

Background statistics

1969	13,450	12,550	234	2,942	4.31	12,676
1968	15,850	15,000	217	3,262	4.29	14,004

1/ 1966-69 average yield.

Onions-Late Summer

(New York, Ohio, Indiana, Michigan, Wisconsin, Minnesota, Colorado, Utah, Washington, Oregon, Idaho, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production one percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969) 61,250 1/336 19,757

Background statistics

1969	61,250	58,950	333	2/19,628	3.75	64,369
1968	62,200	59,850	338	2/20,217	2.92	49,818

1/ 1968-69 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not sold because of shrinkage and waste: 2,474 in 1969; 3,127 in 1968.

Green Peppers-Early Summer

(North Carolina and Louisiana)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 8 percent more than in 1969.

Year	: <u>Acreage</u>	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

8,900 1/40 352

Background statistics

1969	8,900	8,800	37	325	10.90	3,554
1968	8,700	8,600	39	334	10.20	3,391

1/ 1966-69 average yield.

Green Peppers-Late Summer

(Massachusetts, New York, New Jersey, Ohio, Michigan, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production one percent less than in 1969.

Year	: <u>Acreage</u>	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

21,450 1/104 2,164

Background statistics

1969	21,450	20,650	106	2,192	8.71	19,083
1968	20,050	19,650	112	2,198	8.11	17,833

1/ 1966-69 average yield.

Tomatoes-Early Summer

(New Jersey, Ohio, Missouri, Maryland, Virginia, North Carolina, Kentucky, Tennessee, Alabama, Arkansas, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage with normal abandonment and a 1966-69 average yield, will result in a production 4 percent less than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

44,300 1/121 5,253

Background statistics

1969	44,300	43,400	126	5,466	9.19	50,244
1968	47,900	46,200	117	5,422	10.03	54,390

1/ 1966-69 average yield.

Tomatoes-Late Summer

(Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Indiana, Illinois, Michigan, North Carolina, Colorado, and Washington)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 6 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

24,000 1/113 2,576

Background statistics

1969	22,850	21,500	113	2,432	9.95	24,209
1968	24,000	22,900	115	2,640	8.81	23,271

1/ 1966-69 average yield.

Cantaloups-Early Summer

(South Carolina, Georgia, and Arizona)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 5 percent smaller than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For harvest:</u> :	<u>per acre</u> :	<u>Production:</u> :	<u>Price : Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

11,700 1/59 676

Background statistics

1969	11,700	11,400	62	708	5.72	4,048
1968	10,300	10,200	61	620	5.55	3,441

1/ 1967-69 average yield.

Cantaloups-Mid-Summer

(Indiana, Texas, and California)

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969 in California and equal to 1969 in Texas and Indiana. Such an acreage, with normal abandonment and 1966-69 average yields by States, will result in a production slightly more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	: <u>Planted:For harvest:</u> :	<u>per acre</u> :	<u>Production:</u> :	<u>Price : Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(see 1970 guide above)

52,200 1/141 7,269

Background statistics

1969	56,900	55,900	130	7,249	5.08	36,855
1968	49,400	48,900	153	7,483	5.28	39,493

1/ 1966-69 average yields by States.

Cantaloups-Late Summer

(New York, Ohio, Michigan, Colorado, and Washington)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 5 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

7,500	<u>1</u> /88	594
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Background statistics

1969	7,500	6,700	84	566	5.69	3,221
1968	7,400	6,700	92	617	5.41	3,339

1/ 1966-69 average yield.Cantaloups-Early Fall

(Arizona and California)

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production 21 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1970 Acreage Guide and probable production

(planted acreage 5 percent less than in 1969)

3,600	<u>1</u> /119	428
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Background statistics

1969	3,800	3,800	93	354	4.75	1,683
1968	3,300	3,200	113	362	5.60	2,027

1/ 1966-69 average yield.

Watermelons-Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, Arizona, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 2 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre :	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969) 211,400 1/80 16,066

Background statistics

1969	211,400	198,400	79	15,710	1.79	28,183
1968	211,000	200,600	81	16,195	1.61	26,015

1/ 1966-69 average yield.

Watermelons-Late Summer

(Indiana, Missouri, Delaware, and Maryland)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with no abandonment and a 1968-69 average yield, will result in a production about equal to 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre :	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969) 19,000 1/138 2,622

Background statistics

1969	19,000	19,000	139	2,634	2.28	5,993
1968	17,000	17,000	136	2,318	2.29	5,307

1/ 1968-69 average yield.

Snap Beans-Early Fall

(New Jersey, Maryland, Virginia, North Carolina,
South Carolina, Louisiana, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 2 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production

(planted acreage
equal to 1969)

11,600 1/41 438

Background statistics

1969	11,600	10,550	41	428	13.00	5,545
1968	11,000	10,450	41	430	12.20	5,238

1/ 1966-69 average yield.

Snap Beans-Late Fall

(Florida)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 11 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production

(planted acreage 5 per-
cent more than in 1969)

10,600 1/39 380

Background statistics

1969	10,100	9,000	38	342	17.20	5,882
1968	10,100	9,500	35	332	16.60	5,511

1/ 1966-69 average yield.

Broccoli-Fall

(New York, New Jersey, Oregon, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production about equal to 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)	22,050	<u>1</u> /60	1,316		
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Background statistics

1969	22,050	21,610	61	1,322	10.50	13,828
1968	23,000	22,850	60	1,370	9.58	13,119

1/ 1968-69 average yield.Celery-Late Fall

(California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production equal to 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)	5,900	<u>1</u> /550	3,245		
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Background statistics

1969	5,900	5,900	550	3,245	4.82	15,630
1968	6,500	6,400	550	3,520	3.84	13,500

1/ 1966-69 average yield.

Cabbage-Early Fall

(Massachusetts, Connecticut, New York (L.I.), New York (Upstate), New Jersey
Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Oregon, and Idaho)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1967-69 average yield, will result in a production 6 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

31,850 1/297 9,081

Background statistics

1969	31,850	30,700	280	2/8,604	2.43	20,551
1968	31,470	30,170	305	2/9,203	2.22	20,046

1/ 1967-69 average yield.

2/ Includes some quantities of early fall storage cabbage in Upstate New York, harvested but not sold because of shrinkage and waste (in 1,000 cwt.):
164 in 1969, and 191 in 1968.

Cabbage-Late Fall

(Virginia, North Carolina, and South Carolina)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production one percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and
probable production
(planted acreage
equal to 1969)

2,150 1/131 276

Background statistics

1969	2,150	2,100	130	272	3.78	1,029
1968	2,100	2,050	131	268	2.76	741

1/ 1966-69 average yield.

Carrots-Early Fall

(Massachusetts, Connecticut, New York, Michigan, Wisconsin,
Minnesota, Texas, Colorado, Washington, and Oregon)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production one percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest: per acre :Production: Price : Value			
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and
probable production

(planted acreage
equal to 1969) 25,650 1/280 6,751

Background statistics

1969	25,650	24,700	271	6,705	4.19	28,115
1968	26,150	24,450	289	7,066	2.96	20,937

1/ 1968-69 average yield.

Carrots-Late Fall

(California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with no abandonment and a 1968-69 average yield, will result in a production 10 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest: per acre :Production: Price : Value			
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and
probable production

(planted acreage
equal to 1969) 8,300 1/325 2,698

Background statistics

1969	8,300	8,300	295	2,448	5.77	14,128
1968	7,700	7,700	355	2,734	4.34	11,877

1/ 1968-69 average yield.

Cauliflower-Early Fall

(New York, L.I., Michigan, and Oregon)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 21 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

4,600 1/100 432

Background statistics

1969	4,400	4,000	89	357	9.22	3,290
1968	4,700	4,550	109	494	7.86	3,881

1/ 1966-69 average yield.

Cauliflower-Late Fall

(California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with no abandonment and a 1966-69 average yield, will result in a production equal to 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Cwt.)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

11,400 1/110 1,254

Background statistics

1969	11,400	11,400	110	1,254	8.71	10,928
1968	9,900	9,900	110	1,089	8.21	8,936

1/ 1966-69 average yield.

Sweet Corn-Fall

(Florida and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 12 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production
(planted acreage equal to 1969)

15,500 1/51 711

Background statistics

1969	15,500	13,800	46	633	6.70	4,241
1968	13,700	11,300	54	609	7.24	4,408

1/ 1966-69 average yield.

Green Peppers-Fall

(Virginia, Florida and Texas)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 6 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and probable production
(planted acreage equal to 1969)

8,700 1/91 673

Background statistics

1969	8,700	7,300	87	637	13.10	8,373
1968	10,400	8,800	81	714	10.50	7,487

1/ 1966-69 average yield.

Cucumbers-Early Fall

(Virginia, South Carolina, Texas and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production one percent less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre:	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

8,500

1/98

791

Background statistics

1969	8,500	8,100	99	798	7.34	5,860
1968	8,400	8,000	94	754	6.75	5,091

1/ 1966-69 average yield.Cucumbers-Late Fall

(Florida)

1970 Guide

The 1970 guide is a planted acreage 5 percent less than in 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 10 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre:	Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1970 Acreage Guide and probable production

(planted acreage 5 percent less than in 1969)

8,600

1/95

752

Background statistics

1969	9,000	8,300	82	681	9.00	6,129
1968	8,900	8,000	47	376	12.10	4,550

1/ 1966-69 average yield.

Lettuce-Early Fall

(New Jersey, Texas, New Mexico, and California)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production 1 percent less than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

45,800 1/188 8,266

Background statistics

1969	45,800	43,000	194	8,352	5.67	47,318
1968	44,000	41,800	192	8,032	4.77	38,343

1/ 1966-69 average yield.

Lettuce-Late Fall

(Arizona)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with no abandonment and a 1968-69 average yield, will result in a production 8 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

14,100 1/170 2,397

Background statistics

1969	13,400	13,100	170	2,227	9.80	21,825
1968	13,600	13,600	170	2,312	5.90	13,641

1/ 1968-69 average yield.

Spinach-Early Fall

(New Jersey)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 5 percent more than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

900 1/58 46

Background statistics

1969	900	800	55	44	8.30	365
1968	900	800	60	48	7.70	370

1/ 1968-69 average yield.

Spinach-Late Fall

(Maryland and Virginia)

1970 Guide

The 1970 guide is a planted acreage equal to 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 8 percent less than in 1969.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted</u> :	<u>For harvest</u> :	<u>per acre</u> :	<u>Production</u> :	<u>Price</u> : <u>Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per	(\$1,000 cwt.)

1970 Acreage Guide and probable production

(planted acreage equal to 1969)

1,500 1/50 71

Background statistics

1969	1,500	1,450	53	77	9.39	723
1968	1,400	1,300	48	63	8.21	517

1/ 1968-69 average yield.

Tomatoes-Early Fall

(California)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with no abandonment and a 1967-69 average yield, will result in a production 5 percent smaller than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

16,900 1/200 3,380

Background statistics

1969	16,100	16,100	220	3,542	13.50	47,817
1968	15,000	15,000	210	3,150	12.20	38,430

1/ 1967-69 average yield.

Tomatoes-Late Fall

(Florida and Texas)

1970 Guide

The 1970 guide is a planted acreage 5 percent more than in 1969. Such an acreage, with normal abandonment and a 1968-69 average yield, will result in a production 3 percent more than in 1969.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1970 Acreage Guide and probable production

(planted acreage 5 percent more than in 1969)

13,300 1/127 1,503

Background statistics

1969	12,700	11,300	130	1,464	12.30	17,946
1968	12,300	11,200	124	1,386	14.20	19,633

1/ 1968-69 average yield.

Sweetpotatoes

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Georgia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana,
Texas, and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	:Price : Value
	(1,000 acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1970 Acreage Guide and
probable production

(See 1970 guide below) 150.8 1/ 93 13,683

Background statistics

1969	153.6	147.3	95	13,958	4.44	62,342
1968	151.3	149.0	92	13,763	4.90	66,526

1/ 1968-69 average yield by States.

Comments

Total sweetpotato plantings in 1969 were slightly larger than in 1968 (Figure 7). A deviation from the long-term downward trend, the increase followed several years of relatively strong markets. However, the expansion was concentrated in a few leading States. In contrast with the historical record of a declining acreage trend in all sweetpotato producing States, plantings in several States have been increased in recent years. With successive increases the past two years, the 1969 planted acreage in North Carolina was substantially larger than the record low in 1967. In addition, moderate increases have occurred in Louisiana, the leading State in production, and in Texas. Also, increased plantings in 1969 were reported in Arkansas and in California.

The upward trend in sweetpotato yields resumed in 1969 (Figure 8). The average yield per acre was well above 1968 and the highest on record. Although moisture conditions in much of the East and South ranged widely from excessively wet to unusually dry as the season progressed, relatively high average per-acre yields were obtained in most major producing States. In Maryland and North Carolina, however, yields were below early expectations and in Texas, the average yield was below normal because of hot, dry weather in July. In addition, the generally dry weather, particularly when crops were ready for harvesting, resulted in an above normal acreage abandonment in 1969.

Despite the slightly smaller acreage for harvest than in 1968, total sweetpotato production in 1969 was a little larger than in each of the three prior years (Figure 9). More importantly, however, total output in a few States was up sharply compared with earlier years. Production in North Carolina was nearly a third larger than in 1968 and close to fifty percent above 1967.

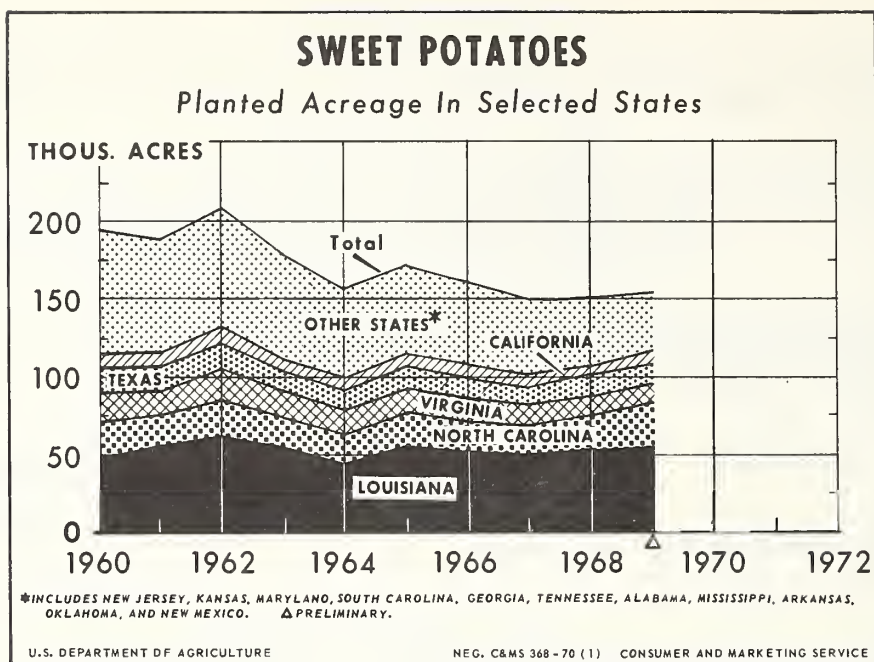


Figure 7

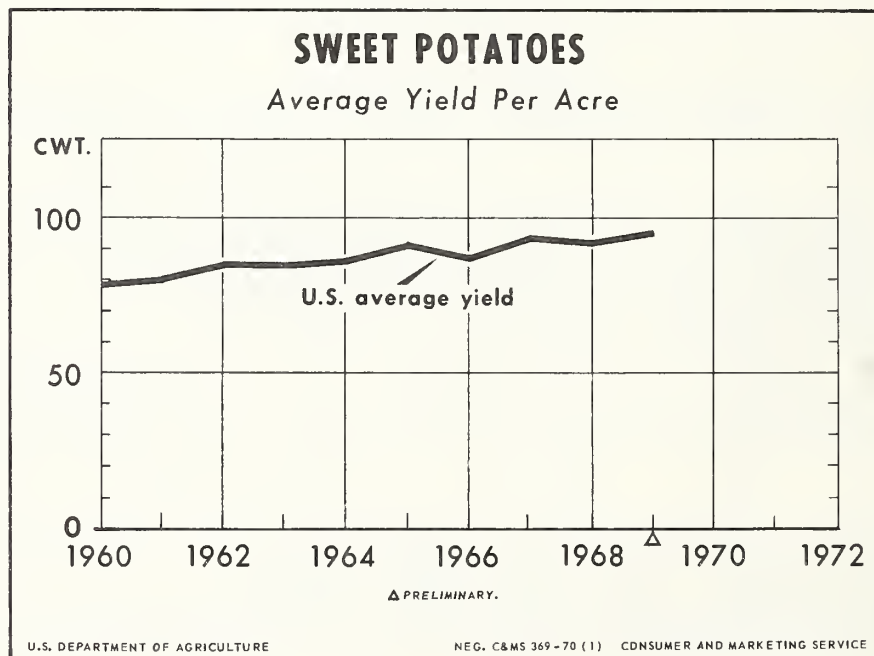


Figure 8

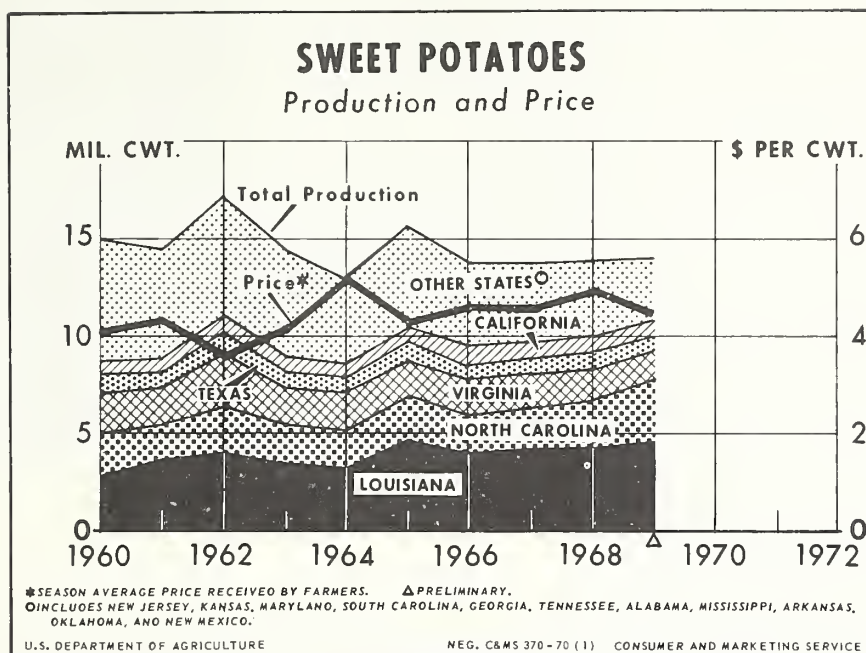


Figure 9

The 1969 combined production in eastern areas was substantially more than in 1968. However, production in the South Central States was smaller than in 1968. Louisiana production was up moderately from a year earlier, but the Texas crop was down a fourth. Also, the declining trend in Mississippi production continued. A larger acreage contributed to a slight increase in California's production.

In marked contrast with the 1968-69 season, excessive supplies resulted in considerable pressure on sweetpotato prices during the fall and early winter of 1969-70. The marketing problem was concentrated in North Carolina, Virginia, and Maryland. In October, USDA initiated a purchase program. The total quantity purchased was small relative to production, and the program was terminated the last week of November.

An important feature of the 1969 crop marketing season has been the further decrease in fresh market sales as indicated by carlot unloads in major cities. Although fresh market shipments from the Lower Atlantic States, principally North Carolina, were larger than in 1968-69, movement from Louisiana and other South Central States has been smaller.

As a partial offset to the decline in the use of fresh sweetpotatoes, sales to canners have been increasingly important in recent years. Use for canning and dehydration accounted for over half the 1968 crop marketings from Louisiana, and reports indicate that 1969 crop shipments so far to canners were about a fourth larger than a year earlier.

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AMG-73

March 1970

Shipping point prices for sweetpotatoes during the 1969 fall months ranged widely between areas, and much the same pattern continued in early 1970. Under pressure because of much heavier supplies, prices at North Carolina and Eastern Shore of Virginia points averaged substantially lower than in the comparable 1968-69 period. Though below the high levels a year earlier, prices at southwestern Louisiana points were quite favorable from late August, when active harvesting began, through December. In California, where sweetpotato marketings are confined to western cities, prices for Yellow Jerseys averaged higher than in 1968. But prices for abundant supplies of the Porto Rican types have been lower.

In total, sweetpotato supplies available for marketing during the late winter and spring of 1970 exceed the storage holdings last year. Therefore, the seasonal price rise during the 1969-70 marketing season may be less than in recent years. The market response to 1969 production has been indicative of the static total market requirements for sweetpotatoes. A reduction in 1970 total plantings is recommended so as to achieve an improved balance next season between supplies and market needs.

1970 Guide

The 1970 guide is a planted acreage 10 percent less than in 1969 in North Carolina and equal to 1969 in all other States. Such an acreage, with normal abandonment and 1968-69 average yields by States, will result in a production 2 percent less than in 1969.